

DAFTAR PUSTAKA

- Gunelius, Susan. (2011). *30-Minute Social Media Marketing*. United States: McGraw-Hill Companies
- Kotler, Philip., Keller, Kevin Lane. (2009). *Manajemen Pemasaran. Jilid I. Edisi ke 13*. Jakarta: Erlangga.
- Kotler, Philip., Keller, Kevin Lane. (2016). *Marketing Managemen, 15th Edition*. Pearson Education, Inc.
- Kurtz, David L, Boone. (2010). *Principles of Contemporary Marketing. 14th Edition*. USA: Cengage Learning.
- Rancati, Elisa., Gordini, Niccolo. (2014). *Content Marketing Metrics: Theoretical Aspects and Empirical Evidence*. European Scientific Journal
- Ruslan, Rosady. (2010). *Manajemen Public Relations dan Media Komunikasi*. Jakarta :Rajawali Pers.
- Soemirat, S., & Ardianto, E. (2010). *Dasar-Dasar Public Relations*. Bandung: PT Remaja Rosdakarya.
- Zarella, Dan. (2010). *The Social Media Marketing Book*. Canada: Oreilly Media.